

**TOWN OF GRANBY
AGRICULTURAL COMMISSION MEETING
MINUTES
November 14, 2012**

PRESENT: Michelle Niedermeyer, *Chairman*; Kate Bogli, Pam Burek, Erin Pirro, Lucy Lindeyer*

GUESTS: Jeff Pirro, Melien Lavoie

Michelle Niedermeyer confirmed a quorum and began the meeting at 7:05 P.M.

APPROVE MINUTES: ON A MOTION BY Kate Bogli, seconded by Pam Burek, the Commission voted to approve the minutes of October 10, 2012 as written (4-0).

OLD BUSINESS

OPEN FARM DAY

Michelle Niedermeyer asked Pam Burek if she would like to be the lead contact for Open Farm Day for 2013. Ms. Burek agreed. Michelle asked Pam if she would compose a complete list of farms who would like to participate for 2013.

*Agricultural Commission Member, Lucy Lindeyer arrived at 7:15 P.M.

EDUCATION PROGRAM

Following up from last month's discussion: Michelle Niedermeyer introduced Melien Lavoie. Ms. Lavoie is a marketing professional, whose expertise lies with utilizing and maximizing social media, structuring websites and online marketing. The Agricultural Commission has asked Ms. Lavoie to speak with local (and surrounding area) farmers in a series of 2-hour educational sessions. This marketing series may be composed of 4 sessions in total. The first session will be free. There may be a small fee for remaining sessions. These sessions may run sometime in January/February 2013. The goal is to help farmers understand and maximize their marketing capability through the Internet. The dates for each session have yet to be determined.

NEW BUSINESS

- Michelle Niedermeyer announced that Ag Commission Member, Stephen Hayes resigned.
- Michelle Niedermeyer, and the rest of the Ag Commission, discussed divvying the events and projects for the upcoming year by assigning a key Ag Commission member to spearhead each event/project. These roles include but not limited to: Kate Bogli, *Education*; Pam Burek, *Open Farm Day*; Erin Pirro, *Drummer articles*; Lucy Lindeyer, *Land Use Project*.
- Kate Bogli commented she would be interested in making a video (or series of videos) that would introduce a Granby farmer and could answer simple questions for the consumer, such as: where do customers park their vehicle; where do customers enter the farmer's store, what does this farmer sell. Lucy Lindeyer commented that she would be happy to help Kate. Videos would be posted to YouTube.

PUBLIC COMMENT

None

ADJOURNMENT: ON A MOTION BY Lucy Lindeyer, seconded by Pam Burek the Commission voted (5-0) to adjourn the meeting at 8:04 p.m.

The next meeting will be held on Wednesday, December 12, 2012 at 7:00 PM.

Respectfully submitted,

Patricia Tappenden
Recording Secretary